



Job Title: Country Operations Manager
Department: Commercial
Reporting to: Exco and Regional Director

Position

Country Operations Manager - reporting to Exco and Regional Director

Key performance areas

The Country Operations Manager (COM) has direct responsibility to manage the full operation of the company in the country. This is a leadership and management role to coordinate that the country pulls together in order to achieve the budget. This means that all aspects of sales, operations, business development and administration need to be managed in order to be successful.

The COM will be managing in country departments and have a direct reporting line to the Territory Manager(TM) as their immediate supervisor, with whom all their budgets and tasks are set. The COM will report all progress and updates to both the TM and the regional operations manager (ROM).

In Country Departments and the department personnel:

1. Sales- *Media Sales Executive*
2. Business Development and operations planning- *Business Development Executive*
3. Operations- *Field Supervisor*
4. Finance: *Financial Assistant*

Key Skills

1. Strong Management Skills and experience
2. Tertiary education- Ideally business graduate
3. Numeric skills
4. System skills
 - a. Excel
 - b. Word
5. Attention to detail
6. Problem solving
7. Relationship Skills
8. Crisis Control Skills



9. Logistics and planning

Key Personality traits

1. Strong communicator
2. Good leadership qualities
3. Sense of responsibility

DETAILED JOB AREAS TO COVER:

Key Areas to Control per Department:

1. SALES :(YOU NEED TO KNOW EVERY CLIENT)

1. Responsible for meeting the country sales budget and targets
2. Having your own new and existing key clients
3. Manage the performance of the MSE in meeting their budget and target
 1. Mentoring
 2. Training
 3. Managing
4. Client Service
 1. Meet each client of the business and build sufficient relationships with key clients
 2. Ensuring clients are serviced in a professional manner
 3. Debt management for all clients –Working with accounts receivable department to ensure debt is at optimal levels
5. Renewals
 1. Tracking all client renewals ensuring 100% hit rate on closing 3 months in advance
 2. Resolving any issues that would hinder renewals
 3. Ensuring up selling and or escalation on renewal contracts
6. Inventory Management
 1. Being aware at all times of the available media to sell with a view on current and future availabilities
 2. Tracking of country inventory changes required in the system



3. Ensuring the site database is accurate and reflects the position on the ground whilst making sure the data is presented in an attractive and desirable manner to ensure client demand

7. Pipeline

1. Identify potential new clients and sharing these between you and the mse
2. Meeting these leads and making presentations
3. Conversion of warm to hot sales
4. Working with regional sales to optimise their sales
5. Working with group sales to target key group clients where you don't have them

8. Deal Structuring

Assistance with deal structure covering GP% and bundling of assets to enable you and the MSE to close deals.

9. Tracking of Your and MSE Metrics

1. Sales performance to budget
2. Reporting as per company reporting requirement through the CRM system

2. Business Development

Cost of Sales

- Managing Monthly Payment Schedule (MPS)
 - a. Reconcile and sign off of Landlord (LL) payment schedule
 - b. Ensure knowledge of problem sites which impacts landlord payments
 - c. Ensure timeous payment of landlords
 - d. Ensure that creditors fully reconcile all Landlords and Councils
Ensure all invoices and statements are received

Ensure all banking details for payment are on hand
- Relationship Management: Hold regular meetings with key LL/concession (YOU NEED TO KNOW EVERY LANDLORD) holders to ensure:
 - a. Long term relationships with landlords are maintained and grown
 - b. Improving the financial efficiency of our landlord contracts (reduce costs where possible)
 - c. Timeous renewing of Landlord contracts



- d. Obtaining exclusivity with Landlords
 - e. Maximize value from LL(i.e. install as many sites as possible)
- Problem sites/LL
 - a. Oversee resolution on all problem sites
- Site Development
 - a. Acquire new sites in line with the budget
 - b. New landlord negotiation
 - c. Council applications
- Capex Plan Execution
 - a. Costs of capex plan and installation
 - b. Management of capex installation

3. Operations

- Ensure that we deliver as per contracts with clients
 - a. Full plan of all operational jobs for the country
 - i. Flighting of billboards
 - ii. Printing
 - iii. Key tools required for all flighting and maintenance jobs
 - iv. Maintenance
 - v. Installations
 - vi. Casual workers
 - b. Maintenance Plan for the year
 - i. Tree cutting , Painting, fixing, Illumination
 - c. Installation of capex plan
 - i. Prepare full work plan
 - ii. Prepare PRDs for same
 - d. Sourcing of suppliers
 - e. Warehouse Control

4. Procurement

- Manage all suppliers as follows
 - a. Have a list of preferred supplies
 - b. Ensure we have a minimum of three suppliers per item
 - c. Ensure that we negotiate payment terms for all suppliers
 - d. cash payments and advance payments to be avoided at all costs

5. Finance



1. Full recons of all jobs in the country
 - a. Petty Cash control
 - b. Project control
 - c. TM re-con
 - d. Casual re-con
 - i. Invoices
 - ii. Statements
 - iii. Proof of delivery
 - iv. GRN's
 - v. receipts
2. Finance requirements
 - a. tax
 - b. fitness certificate
 - c. council and ministry of trade required documentations
3. HR Management
 - a. attendance registers
 - b. Loan tracking of all staff
 - c. Recruiting of staff
 - d. Staff training
 - e. Appraising staff
 - f. Disciplining all staff